



## SGIP CMEWG MEETING MINUTES

<b>Meeting/Project Name:</b>	Communications, Marketing, and Education Working Group		
<b>Date of Meetings:</b>	6/24/2011	<b>Time:</b>	4pm Eastern
<b>Meeting Facilitator:</b>	Mladen Kezunović, WG Chair	<b>Location:</b>	Virtual

### 1. Meeting Attendance

**Roll call:** Mladen Kezunovic, Paul Centolella, Vicki Trees, Perry Pederson, Erich Gunther, Paul Boynton, David Milenthal, Mike Coop, Dave Mollerstuen, Scott Ungerer, Stuart McCafferty, Jeny Dowlin, Carrie Parks.

**Absent:** Mark Enstrom, Paul Molitor, Chad Boutin, Magdalena Benitez, Derek Flickinger, Alpesh Shah, Clifford Bryan, Cuong Nguyen, Randy Wedin, Steve Widergren, Benjamin Dunton, Dan Lubar, Tariq Samad, Matthew Theall, Brent Hodges, Jon Hawkins, Ken Wacks, Ed Eckert, Edward Yim, Jaswinder Singh, Linda Evers, Debby Wadsworth, Neal Mellen, Philip DiPastena, George Arnold, Brent Struthers, David Kaufman, James Mater, Katherine Voss, Neil Greenfield, Randy Lowe, Tim Jeffries, Anto Budiardjo, Rich Scholer, Shailendra Agrawal.

### 2. Meeting Agenda: Topic & Actionable Outcomes

There were two main items on the agenda.

1. CMEWG proposed marketing, communication and education plan and its executive summary
2. Flyers by others (TCC flyer, International flyer)

Due to lengthy discussion, only the first item was reviewed.

#### 1. Proposed CME plan

The following are the conclusions:

- The CMEWG plan NTO version will be sent to the Governing Board with a recommendation to pass the following **resolution #1**: "GB approves the plan with the proposed budget"
- The CMEWG document outlining the funding options and execution approach (attached) will be sent to the Governing Board as "information only" document with a recommendation to pass the following **resolution #2**: "GB charges CMEWG with a task to explore the legally acceptable and most effective way to fund and execute the plan"

The Chair sent the materials in an email to group. If you are in need of these materials, please let Jeny ([jeny@enernex.com](mailto:jeny@enernex.com)) know.

Flyer	Title	Phase	Responsible	Supply	Status
1	<i>A New, Open Forum for Standards Collaboration</i>	Printed. Update in Q3 2011?	Administrator	300	2011 Distribution: <ul style="list-style-type: none"> <li>February: 200 at Distributech (EnerNex)</li> <li>April: 400 at AABE (Linda Evers)</li> <li>May: 200 at WindPower (EnerNex)</li> <li>May: 200 at ConnectivityWeek (EnerNex)</li> <li>June: 200 by GB Chair</li> <li>July: 100 at Summer F2F (EnerNex)</li> </ul>
2	<i>Smart Grid Standards &amp; Implications For Utility Regulation</i>	Printed. Update in Q3 2011?	Administrator	800	2011 Distribution: <ul style="list-style-type: none"> <li>February: 200 at NARUC (EnerNex)</li> <li>May: 200 at ConnectivityWeek (EnerNex)</li> </ul>
3	Working title: <i>What is interoperability</i>	Draft in Review	Perry		
4	Working title: <i>What is the value of interoperability</i>	Awaiting Draft	Vickie, Benjamin		

5	SGTCC Overview Flyer	Draft in review	Rudi Schubert		
6	CSWG Overview	Proposed Draft	Marianne Swanson		
7	Catalog of Standards Flyer	Draft in review	Randy Wedin		
8	International Flyer	Draft in review	Randy Wedin		

### 3. Next Meetings

<b>Date:</b>	July ?	<b>Time:</b>	3:00pm EDT	<b>Location:</b>	Virtual	<b>Objective:</b>	Review and update of action items
--------------	--------	--------------	------------	------------------	---------	-------------------	-----------------------------------